

## ABSTRACT

Processes for producing a holographic material wherein the holographic image is formed on a polished surface of a printing element and then transferred the holographic image to a substrate. A coating is applied to the polished surface of the printing element to provide a coated surface, the coated surface is embossed or engraved to provide the holographic image, and the holographic image is then transferred to a substrate via a bonding material, thereby producing the holographic material. The holographic material may be cut to provide decorative elements.